

March 24, 1939.

Mr. Murray Halpern,  
Adler Show Company,  
195 Market St.,  
Newark, N. J.

Dear Friend:

I have stopped in to see you twice and missed you both times. I know your Assistant told you I wanted to see you about the schedule cards. I left a copy of our first half schedule with him, but for fear it has been misplaced, I am enclosing another one.

I explained to him we are planning a big campaign for the Opening Day to try and get White people interested in coming to our games. We planned to give quite a few advertising passes to those who will distribute these schedules. Our advertising man, Mr. Jerry Kessler of the University of Newark has a long list of places and persons that he plans to contact. I know he would be glad to discuss it with you, if you are interested, this should be a good means of Adlers getting their advertisement in a lot of places they might not otherwise go.

I will appreciate hearing from you if you will print the schedules for me, and just when I can expect them.

Hoping you are completely well and enjoying the best of health.

Yours very truly,

EM:CCJ